

ABSTRACT OF THE DISCLOSURE

A system, method, and computer program product for administering a distribution channel for the promotion and sale of products and services. Content from vendors is maintained in a central repository and administered by the distribution channel manager.

5 Tools are provided for members of the distribution channel to build their own customized web sites for providing consumers access to the content in the central repository as well as their own proprietary information. Sales leads are generated and tracked and routed to the consortium member agencies.